

DALES

**JUST
WON'T
BE
UNDER-
SOLD!**

THIS IS OUR POLICY:

TO YOU THIS MEANS: Dale's is determined that, item for item Our Prices will be as low or lower than any price you may find anywhere else..!!

Take advantage of this \$1.00 OFFER BY PLAYTEX...

for a limited time only

**PLAYTEX
WILL
PAY
YOU
\$1.00**

to try any

playtex living' bra

featuring*

stretch-ever' elastic

a spandex elastic made without rubber

Yes! Playtex will actually pay you \$1.00 to try the new Playtex Living Bra with Stretch-ever Spandex elastic. Playtex makes this offer because they know that you'll always wear a Playtex Living Bra after you try the first one. Stretch-ever Spandex elastic is made without rubber. So now you can machine wash the new Playtex Living Bandeau bra with detergents and bleach. It won't yellow, pucker or stretch out. And it lasts up to three times longer than an ordinary bra. So right now, buy any white Playtex Living Bra and Playtex will send you \$1.00. But hurry, offer good for short time only.

*Used at points of greatest strain where it counts most.

a. Front and open nylon. Front and side elastic: acetate, cotton, rubber. Stretch-ever back elastic: rayon, cotton, spandex.
b. Cups: nylon or cotton and Dacron polyester. Front elastic: acetate, cotton, rubber. Stretch-ever back elastic: rayon, cotton, spandex.



• Playtex Living Longline Bra with elastic magic-midriff for a smooth bust-to-hipline. White, 32A to 44D, 6.95. And new 3/4 length for shorter waisted figures. White, 32A to 44C, 5.95. D sizes, 1.00 more.



• Playtex Living Bra with nylon or cotton-Dacron cups. White, 32A to 42C, 3.95. D sizes 1.00 more.



LADIES'

HALF SLIPS

- 100% Nylon Lace Trim
- 2 Bar Tricot
- 10 New Shades
- SIZES S-M-L

REG. 1.98

59¢



LADIES' GIRDLES & PANTY GIRDLES

- SIZES S-M-L
- In White Only
- 2 WAY STRETCH
- REG. 1.98

59¢

BESIDES LOW PRICES, YOU GET ALL THESE OTHER ADVANTAGES WHEN YOU SHOP AT DALE'S

- 1—YOUR SATISFACTION has been our first consideration for years. You can buy from Dale's with confidence: if for any reason the merchandise is not satisfactory, you may return it.
- 2—DALE'S HUGE ASSORTMENT gives you more to compare and choose from. More fashion-right merchandise of all kinds . . . choice wares from all parts of the world. Everything that's new as soon as it's available.
- 3—DALE'S SELLS QUALITY GOODS: Everything we sell, regardless of its price, measures up to high quality standards in every respect.
- 4—FRIENDLY SALESPeOPLE are eager to give you whatever help you need.

WE MAKE EVERY EFFORT to live up to this policy. To you, this means that when you see anything, anywhere, marked at "wholesale price" or at a "discount," you should compare Dale's price for the same article before you buy. Our tireless comparison shoppers cover the whole city, checking prices everywhere, including the so-called "discount houses" and "wholesale" catalogs. They make sure that Dale's prices are as low as prices anywhere else. If you discover a lower price anywhere else, please call FAirfax 8-2727, ask for comparison shoppers, and tell us about it.

CHARGE IT WITH



GET YOUR SPECIAL PLAYTEX COUPON AT DALE'S... JUST FILL IT OUT, MAIL IT, AND GET \$1.00 CASH

(Include your sales slip and label to certify your purchase)

Dale's
SELF-SERVICE DEPARTMENT STORE INC.
1334 EL PRADO
NEXT TO NORLEY'S MARKET
Downtown Torrance

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